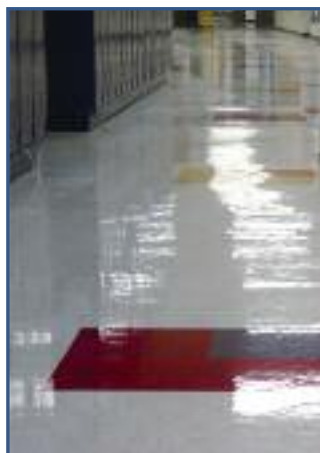


Essential Industries offers a wide range of **Superbase** concentrates to address your customers' needs:



FINISHES AND SEALERS

- ◆ Low maintenance dri-brite
- ◆ High speed and ultra high speed
- ◆ Urethane-fortified
- ◆ Semi-permanent and removable sealers
- ◆ For use on multiple substrates such as vinyl, rubber, linoleum, terrazzo and concrete

RESTORERS

- ◆ Mop-on
- ◆ Spray buff
- ◆ Automatic-scrubber applied

STRIPPERS

- ◆ No-rinse
- ◆ High alkaline/high active
- ◆ Ammoniated and non-ammoniated

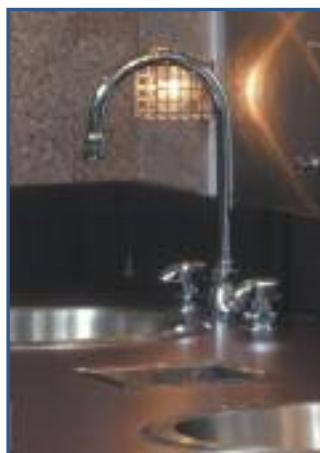


CARPET CARE

- ◆ Dry foam shampoos
- ◆ Extraction cleaners
- ◆ Bonnet cleaners
- ◆ Pre-spray and pre-treatment products
- ◆ Spotters

CLEANERS AND DEGREASERS

- ◆ Glass
- ◆ All purpose
- ◆ Neutral
- ◆ Food service
- ◆ Non-butyl
- ◆ Butyl-based
- ◆ d-Limonene-based



HAND CARE

- ◆ Coconut oil-based
- ◆ Synthetic detergent

CUSTOMIZED FORMULAS

- ◆ School bids
- ◆ Contractor program
- ◆ Industrial needs

Discover how you can **concentrate on profits** when you use the **Superbase** system.

**Concentrate
On
Profits**

Concentrate On Profits Concentrate On Profits Concentrate On Profits Concentrate On Profits Concentrate On Profits



Superbase® Manufacturing Turnkey System

The **Superbase® Turnkey System** is designed to offer maximum manufacturing flexibility and it is easy to install and operate. Essential's recommended line of manufacturing equipment makes the move to **Superbase** stress-free!

This **Turnkey System** is designed to:

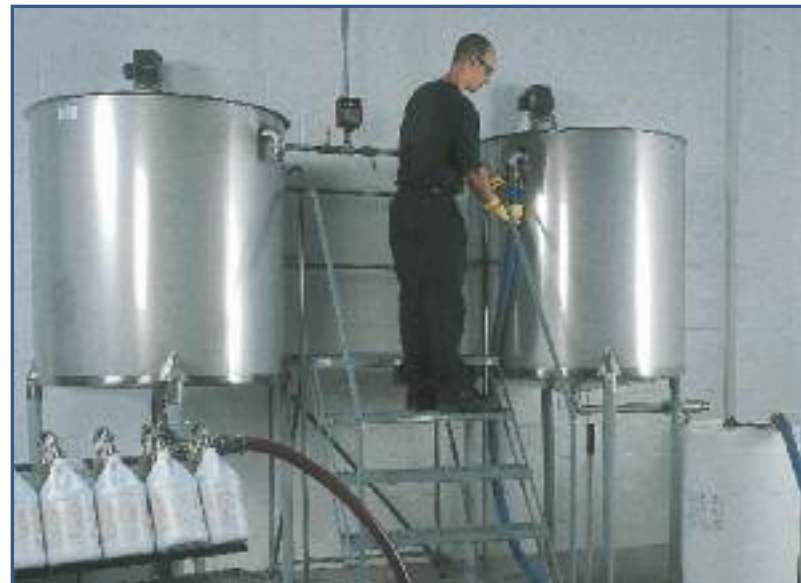
- ◆ Draw **Superbase** concentrate and blend with tap water in mixing tanks with agitators.
- ◆ Transfer product into filling equipment.
- ◆ Siphon-fill quarts and gallons or manual-fill pails and drums.
- ◆ Install in as little as 200-300 square feet of floor space!



◆ Compact **Turnkey System** - entire unit ships on three or four pallets.



◆ Minimal assembly required - tanks are fully plumbed and ready for use after legs are installed.



◆ Fits neatly into a portion of your existing distribution warehouse.

- ◆ **Superbase® Turnkey System** is designed to accommodate various package sizes and product types. Manufacture floor finishes, strippers, carpet care, cleaners, degreasers and hand care products in quarts, gallons, pails and drums.



Superbase® Cost Analysis Worksheet

Example: Uses Superbase 400 All Purpose Cleaner

Cost (\$) Per Gallon

A. Superbase Cost/Gallon _____ ÷ Yield _____ = RMC (Raw Material Cost)/Gallon

Example: Superbase 400 \$13.90/Gallon ÷ Yield 11 (1:10 dilution) = \$1.26 RMC/Gallon

\$1.26

B. Superbase Freight Cost/Gallon _____ ÷ Yield _____ = Final Freight Cost/Gallon

Example: Superbase 400 50¢ Average/Gallon ÷ 11 (1:10 dilution) = 5¢/Gallon

\$.05

C. Other Manufacturing Costs:

• Estimated Compounding and Filling Labor Rate: National Average 15¢/Gallon

Example: Superbase 400 National Average 15¢/Gallon

\$.15

• Estimated Packaging Cost/Gallon (select one):

✓ 5 Gallons/Pail 75¢/Gallon ✓ 4 Gallons/Case 85¢/Gallon

Example: Superbase 400 Pail 75¢/Gallon

\$.75

• Estimated Label Cost/Gallon (select one):

✓ Silk-Screen: Pail 7¢/Gallon -or- 4 Gallons/Case 20¢/Gallon

✓ Paper: 7¢/Gallon

✓ Pressure-Sensitive: 11¢/Gallon

Example: Superbase 400 Silk-Screen Pail 7¢/Gallon

\$.07

D. Total Cost/Gallon of RTS (Ready-To-Sell) Product = A + B + C

Example: Superbase 400 \$1.26 + .05 + (.15 + .75 + .07) = \$2.28 Total Cost/Gallon of RTS Product

\$2.28

E. Market Price/Gallon To Customer

Example: Superbase 400 Insert Competitive All Purpose Cleaner Price/Gallon

\$6.33

F. Distributor Gross Profit Margin $E - D = (\$)F$ or $F \div E = \%$

 or

Example: Superbase 400 \$6.33 - 2.28 = \$4.05 or $4.05 \div 6.33 = 64\%$

\$4.05 or 64%

Typical 100 ft. x 100 ft. (30 m x 30 m) Distribution Warehouse

Essential Industries offers complete engineering design services to customize the appropriate **Superbase® Turnkey System** for your facility.

Your sales representative will meet with you to review your product needs and survey the facility. A recommendation will be developed and a blueprint designed that identifies installation location and describes plumbing, electrical or other modifications that may be required.

The net result is a **Superbase** manufacturing system that fits neatly into your building and meets your unique production needs.

Let Essential Industries' engineering team custom design the appropriate **Turnkey System** for your facility today!

